United Nations A/65/277

General Assembly

Distr.: General
10 August 2010

Original: English

**Sixty-fifth session**
Item 54 of the provisional agenda*
**Questions relating to information**

# Questions relating to information

## Report of the Secretary-General

*Summary*

The present report, prepared in response to General Assembly resolution 64/96 B, provides highlights of recent strategic communications work of the Department of Public Information of the Secretariat on such key issues as the Millennium Development Goals, international peace and security, human rights, the question of Palestine and the New Partnership for Africa's Development. The activities of the network of United Nations information centres, whose support is crucial to the implementation of the Department's communications campaigns, are also reviewed. The report highlights the Department's services to the media and civil society, with a particular emphasis on the expanded use of new information and communications technologies. It also provides an update on the Department's educational outreach activities, including the organization of a global Model United Nations for university-level students and the newly launched Academic Impact Initiative involving institutions of higher learning worldwide.

* A/65/150.

10-48113 (E) 070910

Please recycle

# I. Introduction

1. In paragraph 83 of its resolution 64/96 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-second session and to the General Assembly at its sixty-fifth session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee on Information at its thirty-second session, held from 26 April to 7 May 2010 (A/AC.198/2010/2, 3 and 4). The deliberations of the Committee with regard to those reports are reflected in its report to the Assembly (A/65/21).

2. The present report updates the information provided to the Committee on Information at its thirty-second session, and describes activities undertaken by the Department from February to July 2010 through its three subprogrammes: strategic communications services, news services and outreach services.

# II. Strategic communications services

## A. Thematic issues

### Millennium Development Goals

3. To build awareness and momentum for the High-level Plenary Meeting on the Millennium Development Goals in September 2010, the Department coordinated a system-wide campaign through a United Nations Communications Group Task Force. Beginning in February, based on the report of the Secretary-General entitled "Keeping the promise: a forward-looking review to promote an agreed action agenda to achieve the Millennium Development Goals by 2015" (A/64/665), the Department produced information materials and developed a website in six languages, featuring success stories and encouraging citizens to get involved in the attainment of the Goals. Numerous activities were planned by United Nations system partners to take advantage of the communications opportunities presented by the 2010 FIFA World Cup in South Africa. The Department promoted a song and music video, *8 Goals for Africa*, featuring 10 top African singers and musicians, organized by the United Nations country team in South Africa and the United Nations Information Centre Pretoria. The music video was screened at fan parks across South Africa during the World Cup and the song was played at the closing concert.

- The Millennium Development Goals song and video were played worldwide, including on Al-Jazeera sports channel, the China Central Television (CCTV) (China), The British Broadcasting Corporation (BBC) Africa services (English and French), Radio France Internationale, Voice of America, the Black Radio Network (United States of America), and available on many online platforms, including iTunes.

4. The launch by the Secretary-General of the annual *Millennium Development Goals Report* and the Millennium Development Goals Advocacy Group, on 23 June was timed to capitalize on the media focus on global development issues in the lead-up to the Group of Eight and Group of Twenty summits. The Department made use

of traditional as well as new media to promote the launch. Interest in the launch was particularly high on Twitter, reaching more than an estimated 300,000 Twitter users.

- The *Millennium Development Goals Report* was extensively covered, with nearly 500 articles in English, French and Spanish, in 38 countries. Significant additional coverage was generated by 25 launches held by information centres and partner offices around the world, notably in Beirut, Berlin, Brussels, Cairo, Canberra, Copenhagen, Lagos, Mexico City, Moscow, Nairobi, New Delhi, Paris, Pretoria, Stockholm and Tehran.

5. United Nations Information Centres, in partnership with local authorities and civil society, continued to promote the Millennium Development Goals:

- In **Belgium**, the United Nations Regional Information Centre Brussels translated the Millennium Development Goals information material into 18 languages. It also joined the global campaign entitled "WeCanEndPoverty" with a print ad competition open to all European citizens. In connection with that campaign, the Centre negotiated partnerships with several European newspapers.

- In **Indonesia**, United Nations Information Centre Jakarta organized, together with the Millennium Campaign and the United Nations Children's Fund (UNICEF), activities in support of the "Swim across the Continents" Millennium Development Goals campaign by the swimmer Marcos Diaz of the Dominican Republic. Similar activities were also organized by United Nations information centres in Beirut, Cairo, Moscow and Rabat.

- In **the Islamic Republic of Iran**, United Nations Information Centre Tehran organized in June an exhibition of photographs from the Millennium Development Goals national photography competition held earlier by the United Nations system.

**Treaty on the Non-Proliferation of Nuclear Weapons**

6. The Department provided communications support to the 2010 Review Conference of the Parties to the Treaty on the Non-Proliferation of Nuclear Weapons, held in New York in May. It produced press materials, including a *UN in Focus* feature, radio and television stories and a dedicated website in the six official languages.

- The Review Conference generated wide media coverage, including by all major United States networks, BBC and Al-Jazeera; all major wire services; newspapers, including *Asahi Shimbun*, *The Washington Post*, *The New York Times*, *The Guardian*, *The News* (Pakistan), *Hindustani Times*, *Jakarta Post* and *Beijing Review*. In addition, many websites of relevant non-governmental organizations (NGOs), such as Ploughshares, Global Security Newswire and Global Solutions, and news websites, such as Huffington Post and foreignpolicy.com, covered the event.

- The Secretary-General's op-ed entitled, "A new ground zero" was published in 23 media outlets in 19 countries.

**UN Women**

7. The Department coordinated communications activities around the General Assembly's creation of UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The Department developed key messages and press and information materials, including a press release, frequently asked questions, and background information on the world's women. A website was developed and launched on 2 July, the day UN Women was created.

- The establishment of the new entity was widely covered. *The Independent on Sunday* (United Kingdom of Great Britain and Northern Ireland) carried the headline: "UN celebrates a 'watershed day' for women" and called the creation of UN Women "One giant leap for womankind". The event was covered by BBC News and major news wires. A United Nations News Centre article was also picked up extensively by online news sources. Broadcast pieces included a story by Voice of America.

- Information was posted on the United Nations Twitter feed immediately following the creation of UN Women, including video of applause in the General Assembly Hall upon adoption of the resolution, which received 30 clicks in the first 45 seconds after upload — a new record for the United Nations Twitter account.

**International Women's Day 2010/Beijing +15**

8. The Department worked to promote and publicize the 15-year review of the implementation of the Beijing Declaration and Platform for Action, undertaken by the Commission on the Status of Women and International Women's Day in March. Information materials produced included a poster and an information kit. Additionally, a dedicated website was developed for International Women's Day, launched in the six official languages.

9. On 3 March, the Department organized a press conference on the Beijing review following the official observance of International Women's Day at United Nations Headquarters, and arranged several media interviews with United Nations officials and Commission members.

10. United Nations information centres also promoted women's issues:

- In **Azerbaijan**, the United Nations Office in Baku held a series of town hall meetings in villages and districts in remote areas of Azerbaijan, with the aim of promoting gender equality and equal opportunities.

- In **Burundi**, United Nations information centre Bujumbura organized a one-day media workshop on the theme "The role of the media to promote gender parity and equality during the elections in Burundi".

- In **Egypt**, United Nations information centre Cairo organized a round table discussion in March on the status of women in the Arab region 15 years after the Beijing Conference on Women, in the light of the Consolidated Arab report on the Implementation of the Beijing Platform for Action: +15.

- In **Sri Lanka**, United Nations information centre Colombo organized a one-day interactive forum on the theme "Discrimination against women: our side of the story".

**Nelson Mandela International Day**

11. For the first observance of Nelson Mandela International Day (18 July), the Department organized events at United Nations Headquarters and around the world. In New York, more than 600 people attended a screening of the Academy award nominated documentary, entitled *MANDELA: Son of Africa, Father of a Nation* followed by a post-screening discussion on the film. The Department's audiovisual products — a photo montage, a United Nations Television feature *Mandela at the UN* and the Secretary-General's video message incorporating footage of Mandela — were displayed as part of the informal plenary meeting of the General Assembly. The Department also produced a commemorative poster and a booklet entitled *Nelson Mandela: In his Words*. Several radio features were also produced. Social media such as Twitter and Facebook were incorporated into the campaign and the official website featured interactive elements such as a quiz on apartheid and the United Nations.

12. United Nations information centres also carried out extensive promotional activities:

- In **Greece**, the United Nations regional information centre in Brussels adapted the poster in Greek and displayed it in Athens metro stations for a week, where it was viewed by an estimated 500,000 metro passengers daily.
- Events were also organized by information centres in 15 countries, which included film screenings, exhibitions, dance, theatre and readings.

**Department of Public Information and United Nations peacekeeping operations**

**Peacekeeping**

13. The Department of Public Information and the Department of Peacekeeping Operations held their seventh annual training course on public information and United Nations peace operations at the United Nations logistics base in Entebbe, Uganda, from 14 to 20 June. Some 40 participants and resource persons, including those representing 16 United Nations peace operations, worked to refine the procedures for the recruitment of personnel, the use of digital technology, and the integration of communications efforts with humanitarian, military and police components.

- One of the areas discussed in the training course was the long-term planning for the future of radio stations established and run by United Nations peace operations when a host country evolves to a post-peacekeeping environment. The transition of the United Nations peacekeeping radio to a public service entity in Sierra Leone, a process the Department of Public Information has been supporting, was highlighted, as was the current status and future plans for Radio Okapi, a vital nationwide broadcaster in the Democratic Republic of the Congo.

14. In early 2010, the Department of Public Information and the Department of Peacekeeping Operations launched a major planning exercise to bring coherence to the many peacekeeping-related Web and digital activities. The Departments are also working to ensure that Web material is kept up to date in the official languages. Also, in early 2010, the Department of Public Information published its annual *Peace Operations Year in Review* magazine in English and French.

15. As part of its continuing hands-on support to peace operations, the Department deployed a senior staff member for three months to the United Nations Assistance Mission in Kabul, Afghanistan; another staff member conducted an assessment visit to the United Nations Mission in the Sudan and the African Union-United Nations Hybrid Operation in Darfur in the Sudan, to review communications planning for the referendums that will determine the status of Southern Sudan and Abyei, scheduled for January 2011.

16. In **China**, the Department helped to produce a week-long exhibit (29 May-5 June) devoted to peacekeeping as part of the United Nations Pavilion in Expo 2010 in Shanghai. The Department produced a photo exhibit on peacekeeping and Chinese versions of video documentaries, including *Women in Peacekeeping*, *War against Wars* and the Secretary-General's message for the International Day of United Nations Peacekeepers. Chinese-language posters, fact sheets, a timeline of peace operations and a deployment map were produced and distributed.

**International Day of United Nations Peacekeepers 2010**

17. The annual United Nations Headquarters observance of the International Day of United Nations Peacekeepers (29 May) honoured the 96 peacekeeping personnel who lost their lives in Haiti as a result of the earthquake on 12 January 2010 and paid tribute to the peacekeepers who continue to serve in Haiti. The Department partnered with the Department of Peacekeeping Operations to create the "Haiti Standing" multimedia exhibit and website archiving project, which highlighted not only the tragedy of 12 January, but also the recovery efforts by Haitians and the United Nations.

- United Nations information centres and offices in approximately 20 countries organized events to honour the International Day of United Nations Peacekeepers, often in coordination with national authorities. Such events included multimedia exhibits, film screenings, briefings for student groups, press conferences, media interviews and wreath-laying ceremonies.

**Question of Palestine**

18. The Department, in cooperation with the Government of Portugal, organized its annual International Media Seminar on Peace in the Middle East, in Lisbon, on 22 and 23 July. The seminar focused on the role of the media, particularly new media, in advancing the Middle East peace process, including efforts by civil society. The seminar also focused on the role of Israeli and Palestinian women in achieving peace and security in the Middle East, in connection with the tenth anniversary of the adoption of Security Council resolution 1325 (2000) on women and peace and security, in October 2010. Over 100 participants from the Middle East, Portugal and other parts of the world attended.

- Among the media outlets represented were: *The Jerusalem Post*, Palestine News and Information Agency (WAFA), *Al-Arabi Kuwaiti Magazine*, Reporters Without Borders, SABA Yemen News Agency, *Jeune Afrique*, Israeli TV channel 1, *Visão*, Rusya al-Yaum Arabic Channel, Russia Today, Maan News Agency, *Yedioth Ahronot*, *Maariv*, *Johannesburg Star*, *Jerusalem Report*, Spanish News Agency, *Voice of Women*, *Jordan Times*, *Irish Times*, Lendforpeace.org, *El Mawqef Al Arabi* and *The Forward*.

19. The Department selected 10 young Palestinian journalists (two men and eight women) for its annual training programme, which will take place from 1 November to 10 December 2010. The programme aims to strengthen the participants' capacity as broadcast media professionals, including training with Internet-based media in the Arabic language.

**Human rights**

20. The Department partnered with the Office of the United Nations High Commissioner for Human Rights to promote its Embrace Diversity, End Discrimination campaign for the International Day for the Elimination of Racial Discrimination (21 March). Numerous activities were organized by United Nations field offices to promote the campaign.

- In **Armenia**, the United Nations Office in Yerevan partnered with the United Nations-Armenian Association, the Government and civil society organizations to organize three week-long training sessions for youth activists of national minority communities.
- In the **Congo** United Nations Information Centre Brazzaville partnered with a local NGO to host a discussion focusing on various forms of discrimination based on skin pigmentation and race.
- In **India**, United Nations Information Centre New Delhi, in partnership with One World Educational Trust, organized a one-day seminar entitled "Discrimination: textures and traumas".

**Climate change and sustainable development**

21. As convenor of the United Nations Communications Group Task Force on Climate Change, which consists of more than 20 United Nations system entities, the Department continued to play a leading role in developing and implementing a system-wide strategy for communications on climate change. At the ninth annual meeting of the United Nations Communications Group (17-18 June 2010, Shanghai, China), the Task Force presented a new system-wide plan of action, with renewed focus on the Millennium Development Goals and biodiversity.

22. A number of United Nations information centres organized activities and events to publicize the International Year of Biodiversity and World Environment Day:

- In **Australia**, the United Nations Information Centre Canberra, in collaboration with the Australian National Botanical Gardens and the Canberra Institute of Technology, held a photographic competition during the International Year of Biodiversity.
- In **Georgia**, the United Nations Office in Tbilisi celebrated World Environment Day with an environmental rally followed by a concert, a fashion show and a photography exhibition.
- In **Kenya**, the United Nations Information Centre Nairobi produced three features on biodiversity, development and poverty alleviation, broadcast by the Kenyan Broadcasting Corporation radio programme *Timiza Ahadi*, in May 2010.

**New Partnership for Africa's Development**

23. Through its quarterly magazine *Africa Renewal/Afrique renouveau*, and a redesigned and revamped website, the Department continued to play a critical role in raising global awareness of and support for the New Partnership for Africa's Development Planning and Coordinating Agency. In-depth articles were published in the two magazines and posted on the website, which is now updated regularly with news gathered from around the United Nations system. As a result of the Department's efforts, 26 short feature articles on the Agency were published in 41 countries — 323 times in English, French and Swahili media between February and June 2010.

- Media in Africa that published Department of Public Information stories included *Business Daily* and *The Nation* (Kenya), *Daily Graphic* and *Public Agenda* (Ghana), *La Tribune* (Algeria), *Le Messager* (Cameroon), *L'Essor* (Mali), *Walfadjri* (Senegal) and *Africa Times*. Several feature articles were also published in India Times and on two major website portals, Afrik.com and allAfrica.com.

24. A survey conducted last year among readers of *Africa Renewal/Afrique renouveau*, revealed that almost two thirds of respondents found the information they obtained from *Africa Renewal* either "very" useful or "interesting" and 28 per cent said it was "somewhat" useful or interesting.

## B. United Nations Communications Group

25. The ninth annual meeting of the United Nations Communications Group, hosted by the United Nations Human Settlements Programme (UN-HABITAT), was held in Shanghai, China, at the site of Expo 2010 in June 2010. The meeting of the United Nations Communications Group, for which the Department serves as the secretariat, involved the participation of 33 United Nations system organizations and offices. The Group discussed a number of common priority issues and adopted recommendations aimed at advancing coordinated and coherent United Nations information. Topics covered included:

- The continued need for key messages and guidance on selected United Nations system initiatives and on crises for internal use and public distribution
- How public opinion polling can inform United Nations communications
- Future United Nations strategic communications on climate change
- Showcasing Millennium Development Goals success stories in Member States
- Department of Public Information-coordinated draft guidelines on new media for United Nations system partners.

## C. United Nations information centres

**Expanding partnerships**

26. The network of 63 United Nations information centres continued to serve as a direct point of access and information about the United Nations to the people they serve. In addition to traditional partners such as academic institutions, NGOs, media

and government offices, several United Nations information centres engaged new partners in their activities, including museums.

- In **Argentina**, United Nations Information Centre in Buenos Aires carried out a communications campaign with the Buenos Aires Shoah Museum (Museo del Holocaust Buenos Aires) to mark the 2010 International Day of Commemoration in Memory of the Victims of Holocaust.
- In **Austria**, the United Nations Information Service Vienna assisted the Museum of Military History in Vienna with a major exhibit to mark 50 years of Austrian participation in United Nations peacekeeping (June-November 2010), as well as on a joint special exhibit entitled "Women in Peacekeeping", which will open in October 2010, as part of the larger exhibit.

**Use of new media**

27. An increasing number of information centres are using new media platforms to disseminate information on the work of the Organization, including in local languages. Currently, 16 information centres have Facebook accounts, 11 centres have Twitter accounts and 6 centres have YouTube accounts.

**Growing use of local languages**

28. United Nations information centres currently produce information in more than 40 languages and maintain websites in 29 local languages. At present, 34 information centres produce their own newsletters and bulletins in 17 local languages. Over the years, the information centres have translated and produced print material, including publications, audio-visual material and other products, in 153 languages.

Table 1
**Use of local languages by information centres**

| | *Number of local language use* | | | |
|---|---|---|---|---|
| | *By region* | | | |
| *Tools* | *Africa* | *Americas* | *Asia and the Pacific* | *Europe and Commonwealth of Independent States* |
| Website | 1[a] | 1[a] | 6 | 21[a] |
| Facebook | 2 | 6 | 4 | 4 |
| Twitter | 3 | 3 | 3 | 2 |
| Newsletter | 2[a] | 1[a] | 8 | 7[a] |

[a] German, Kiswahili and Portuguese are used in two different centres.

**Online and distance training**

29. In an effort to assist United Nations information centre staff in improving their Web-writing skills, in June, the Department worked with the Office of Human Resources Management to organize an eight-session long-distance learning course entitled "Writing for the Web". Nine staff in seven locations participated.

**New security challenges**

30. The Department of Public Information has given priority to making the premises of the majority of United Nations information centres compliant with the minimum operating security standards in the biennium 2010-2011. In addition, United Nations information centres in Indonesia, Mexico and Pakistan have either moved, or are planning to move premises soon, mainly for reasons of security and safety.

**United Nations Information Centre Luanda**

31. Following last December's decision by the General Assembly to establish a United Nations information centre in Luanda for Portuguese-speaking African countries, the Department held meetings with the Permanent Mission of Angola to the United Nations to discuss the implementation of the decision. It also enlisted the assistance of the Resident Coordinator in Angola, who has held meetings with Angolan officials. The Department is expecting to receive details regarding the potential premises and is in the process of classifying posts for the centre. In addition, the Permanent Mission of Angola has been provided with a sample host country agreement with a view to establishing a final version with the assistance of the Office of Legal Affairs.

# III. News services

## A. Office of the Spokesperson for the Secretary-General

32. The Office of the Spokesperson for the Secretary-General conducts the daily noon briefing and keeps the press, delegations and the public informed, not only of the work of the Secretary-General, but also of developments throughout the United Nations system. From July 2009 through June 2010, the Office of the Spokesperson undertook the following activities:

- Held 239 daily press briefings
- Organized 45 press conferences given by the Secretary-General (14 at Headquarters and 31 abroad), 82 press briefings by Member States, 16 press stakeouts by Member States, 166 press conferences by senior officials and 3 background briefings
- Coordinated 74 press encounters and 162 press interviews with the Secretary-General at Headquarters and during his official visits to Member States
- Coordinated the logistics related to the participation of groups of journalists who accompanied the Secretary-General on six of his trips overseas; over that span of time, a total of 55 journalists accompanied the Secretary-General on six different trips.

## B. United Nations website

33. The United Nations website remains the main gateway to the World Wide Web for information about the United Nations. The steady growth of visitors to the site is a testimony to its ever increasing popularity. Over the past months, the Department

emphasized improving its ability to accurately measure and analyse the site's traffic and user behaviour. This was particularly important in the context of last year's redesign of the website's top layers across all languages and the newly revamped site architecture that aimed to address the challenges posed by the multilingual nature of the website. Shortly after the launch, a new effort was undertaken to improve the tracking of site traffic with the implementation of Google Analytics on top-layer pages within new language directories which has enabled more efficient tracking of site usage, as well as better analysis of usage by language (see figures I-III).

- Between January and May 2010, the Google Analytics code was inserted in over 500,000 pages across the site, resulting in much improved usage analysis.

34. At this point, however, it is not yet possible to provide the accurate number of visitors to the site as the installation of the new tracking code has not yet covered all of the areas of the site managed by the Department. This process is expected to be completed in the third quarter of 2010.

35. Preliminary reviews show two clear trends: that the average number of pages viewed by a user during one visit is relatively constant across languages — approximately 2.7 pages per visit. (figure I); and that the visits from various regions of the world are largely consistent with the usage of the language in that region of the world (figure II). These figures depict visits that were made across all Department-managed web pages containing the newly installed tracker code.

Figure I

**Average page views per visit, by language, January-June 2010**

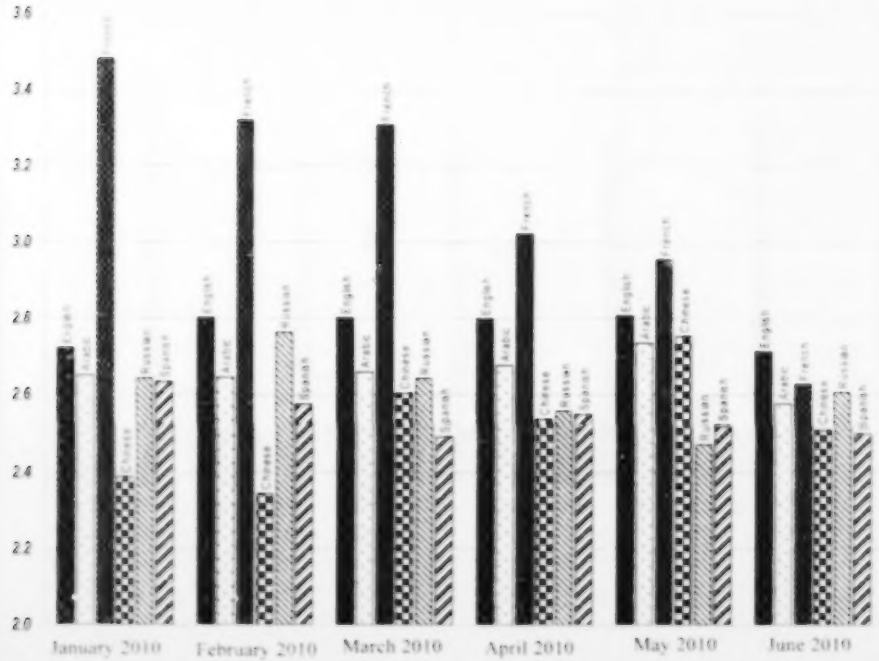


Figure II
**Visits from major continents, by language**

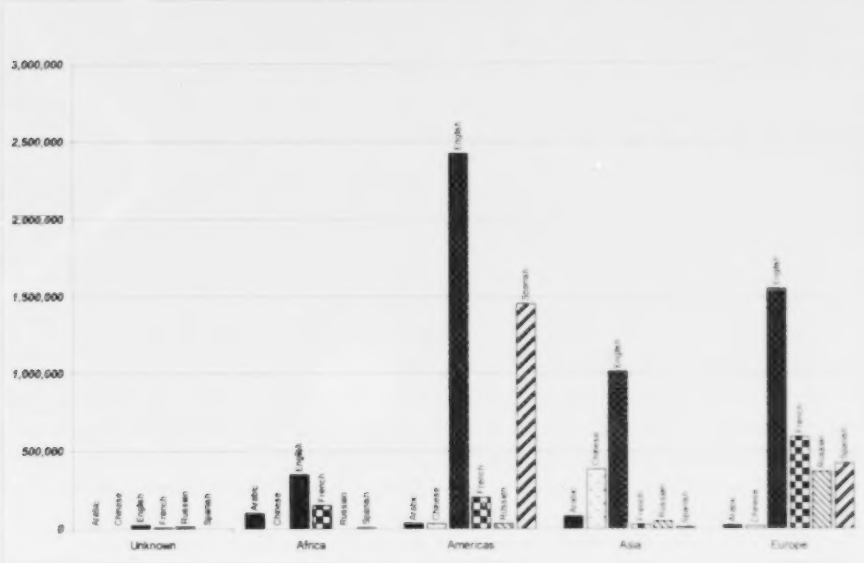
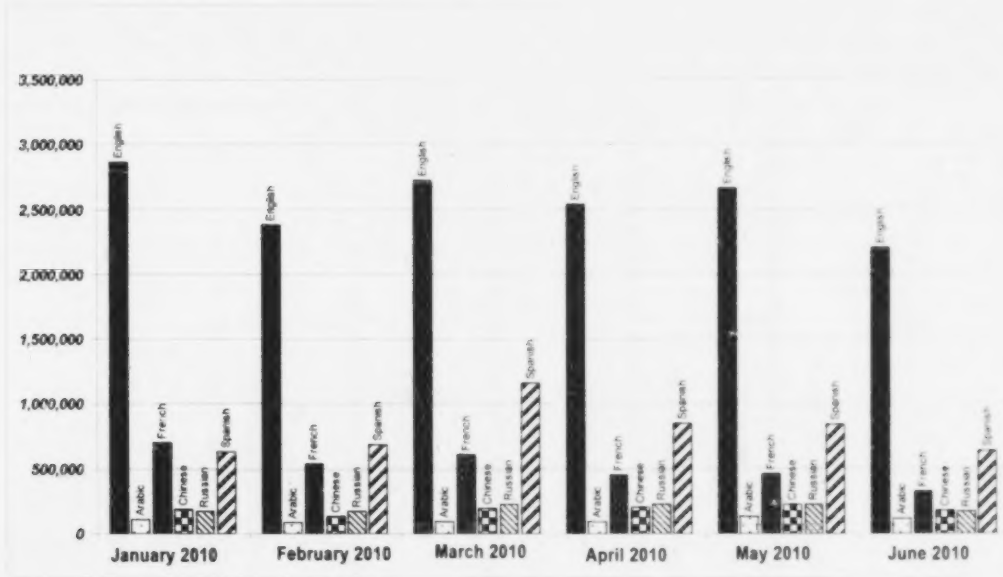



Figure III
**Monthly page views, by language, January-June 2010**



**Multilingualism**

36. The production of both new and updated web pages was helped by pro bono partnerships with several academic institutions:

- Zhejiang University in China provided nearly 100 translated pages in Chinese
- The Minsk State Linguistic University in Belarus translated 110 pages into Russian
- The University of Salamanca in Spain translated over 540 pages.

37. Quality of the output is regularly monitored and has been improving over time as students working on the translations gain familiarity with United Nations terminology. The Department is continuing its efforts to enlist the support of an institution of higher learning for pro bono translations into Arabic. A similar arrangement with the United Nations Volunteers programme (UNV) has helped to increase the volume of high quality translations into French, a positive experience the Department plans to build upon.

38. The Department continues to encourage other content-providing offices to ensure that the content they post is made available in all the official languages. However, given the fact that more content is produced in English, and that the resources available for translation are limited, it is impractical to expect that the gap with the other official languages will be closed within the current level of resources.

**Accessibility by persons with disabilities**

39. Providing assistance to offices in posting web pages accessible by persons with disabilities remained a key priority for the Department as it worked to ensure that its recently updated Web accessibility guidelines were made widely available to promote compliance. Earlier this year, Department guidelines received positive feedback from the participants of an experience-sharing workshop in Geneva that was organized jointly by the International Telecommunication Union and the World Intellectual Property Organization, bringing together 180 representatives from 32 organizations.

## C. United Nations News Centre

40. The Department worked to further enhance the capacity of the *UN News Centre* to provide easy access to key source materials and related multimedia content on issues of the day, in part through the thematic *News Focus* segment, the *Newsmakers* feature interviews and thematic photo stories.

- At the time of the release of the report of the United Nations Commission of Inquiry into the facts and circumstances of the assassination of former Pakistani Prime Minister Mohtarma Benazir Bhutto, a special web page on the issue featured the full report as well as video of press briefings and other multimedia materials.
- Recent features in the *Newsmakers* interview series include in-depth question-and-answer sessions with the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Executive Director of UN-Habitat and with the Secretary-General's Special Envoy for Malaria.

- Recent photo stories featured the Review Conference of the Treaty on the Non-Proliferation of Nuclear Weapons (May 2010).

- The *UN News Centre* had a special focus page in the wake of the Haiti earthquake. A photo story on the relief efforts was posted as was a *Newsmaker* interview with Kim Bolduc, then United Nations Resident and Humanitarian Coordinator in Haiti.

41. The Department also took steps to improve the visibility of the *UN News Centre* on popular social networking sites, such as Facebook and Twitter, where the number of its followers continued to increase.

42. In line with the Department's strong emphasis on monitoring and evaluation, the *UN News Centre* portal continued to adjust its website traffic and usage assessments by integrating Google Analytics as a measurement tool. The new form of tracking and statistical measurement will provide accurate snapshots of usage using different measurement standards than were used previously.

43. The Department made every effort to ensure uninterrupted service during the move of staff and equipment as part of the capital master plan. However, the *UN News Centre* experienced certain technical difficulties, including server problems which directly affected users' access to news and other types of database-driven content. The Department worked with the Office of Information and Communications Technology to minimize the impact of such incidents and is now exploring options to prevent such problems in the future.

## D. Radio, television and photo services

### United Nations Radio

44. During the period under review, United Nations Radio launched two special series on topics of global interest, *Project 15* and *The Census*.

- *Project 15* looked at gender equality 15 years after the Beijing World Conference on Women. United Nations Radio staff produced stories on the world today seen through the eyes of 15-year-old girls from around the globe. The series included features, short radio documentaries, and audio and video slideshows. The materials were produced in the six official UN languages, in addition to Kiswahili and Portuguese.

- *The Census* highlighted the 2010 round of censuses and the role the United Nations plays in helping to collect and analyse data and determine progress in meeting the goals of the Organization, including the Millennium Development Goals. Produced in the six official United Nations languages, the series incorporated radio features and an audio slideshow.

45. In an effort to improve the quality and expand the reach of its programming in other languages (Bangla, French-Creole, Hindi, Indonesian and Urdu), United Nations Radio began the revamping of these weekly features to include local materials on United Nations activities in the field. The effort, which began with Bahasa Indonesia, will result in a more effective production arrangement in close partnership among United Nations information centres, other United Nations field offices and United Nations Radio in New York.

46. As a result of ongoing efforts to expand the range of broadcast and Web-based outlets receiving United Nations Radio programmes, 37 new partners came on board.

- The list of United Nations Radio's new partners added during the reporting period: Radio Mais (Angola); Radio Dimensión (Argentina); Associacao Brasileira de Emissoras de Radio e Televisao (ABERT) (Brazil); ANSA Latina (Brazil); Radio Communitaria da Ribeira Brava (Cape Verde); Pradera Online Radio (Colombia); Radio Aquitaine (France); Die Zeit Online (Germany); Radio Filia (Greece); Afroradio.net (Ireland); Uno Noticias (Mexico); Noticias Lusófonas (Portugal); RIA Novosti (Russian Federation); Radio Suisse Romande (Switzerland); Clouds FM (United Republic of Tanzania); WYBF FM (United States of America); East Africa Radio USA (United States); Radio Digital Venezuela (Bolivarian Republic of Venezuela).

**United Nations Television**

47. Despite the logistical challenges posed by the capital master plan, United Nations Television continued to provide uninterrupted high-quality live coverage of General Assembly and Security Council meetings and a variety of other activities taking place at United Nations Headquarters, including press briefings, media stakeouts and special events. Alongside live coverage, United Nations Television continued to produce its flagship monthly magazine programme, *21st Century*, and its *UN in Action* feature series. Both were broadcast by a growing array of television stations in different parts of the world, including major international broadcasters.

- The list of partners that joined United Nations Television since the beginning of 2010 includes: Caracol TV (Colombia); NET 25 (Philippines); Asociación de las Televisiónes Educativas y Culturales Iberoamericanas (ATEI) (Mexico); RIA Novosti (Russian Federation); and Channel 4 (Trinidad and Tobago).

48. Among new ventures, United Nations Television's partnership with the Economic and Social Council, the United Nations Population Fund (UNFPA) and UNESCO led to the production of *Face to Face*, a television debate on the topic "Women's empowerment, development cooperation and culture". The show's panel included the Executive Director of UNFPA and the Director-General of UNESCO.

49. United Nations Television, available to audiences in the New York metropolitan area via Channel 150 on Time Warner Cable, has further expanded its outreach. The channel, which in addition to United Nations Television's programming shows material from the United Nations system and peacekeeping missions, has expanded its geographical reach to all of New York City's five boroughs, as well as to parts of Westchester County and New Jersey. The channel is also available free of charge on "smart-phones" in Western Europe and in the Middle East via LiveStation (a provider of the leading international news channels).

50. The Web-based UNifeed television news service broke all records of "pick-ups" by international broadcasters during the aftermath of the earthquake in Haiti. Immediately following the disaster, UNifeed distributed a total of 155 stories, including 27 Web-only reports.

- The Department's efforts to monitor UNifeed pick-up show that the stories were broadcast in part or in whole at least 10,538 times, with the heaviest usage in the United States (NY1, ABC, FOX and CNN, among others).

Elsewhere, top users of UNifeed included France 24 (370), CCTV (290), BBC (253), CNN International (174), Eurovision (149), Al Arabiya (133), in Spain, CNN+ (218) and in the Islamic Republic of Iran, Press TV (193).

51. The Department took new steps to improve access to United Nations Television's video material via the platform provided by YouTube, in part by paying greater attention to the selection of videos for posting and making their format and presentation more appealing.

- As of June 2010, over 1,335 videos featured on YouTube's United Nations Channel received nearly 1.7 million views. The Channel has some 6,700 subscribers and close to 2,000 friends.

52. On the Web, United Nations Television's live coverage of meetings, press briefings and various events at United Nations Headquarters continued to draw growing audiences through the Department's Webcasting service, which also provided easy access to a wide array of archived videos.

**United Nations photo service**

53. The Department's photo service continued to distribute its photographs, including high-resolution digital images, on its web page (www.un.org/av/photo/), which registered 37,199 downloads of high-resolution images from February to June 2010. To expand the use of its products, United Nations Photo also took advantage of the opportunities presented by new media sites such as Flickr, Facebook and Twitter. To date, the United Nations Flickr page has recorded over 462,000 views. United Nations Photo's fan base on Facebook grew to over 1,530, while its Twitter account had some 2,300 followers as of July 2010.

## E. United Nations press releases and meetings coverage

54. The Department continued to provide accurate, objective, comprehensive and timely coverage, in English and French, of all intergovernmental meetings held at United Nations Headquarters. Generally posted on the Internet for global access within two hours after the end of a meeting, such summaries serve as a valuable resource for multiple users, from members of delegations and media professionals to students and educators.

- Of a total of 2,010 press releases issued from February to mid-July 2010, 690 were devoted to coverage of the General Assembly, the Security Council and the Economic and Social Council
- Some 590 press releases focused on the activities of the Secretary-General
- Press conferences and briefings, among other events, accounted for over 500 summaries
- Compared with a similar period in 2009 (February to July), the use of press releases on the Internet increased more than threefold, from 11.7 million to 37.6 million page views.

# IV. Outreach services

## A. Dag Hammarskjöld Library

55. Through its training and customized coaching programmes and through direct research support services of the Dag Hammarskjöld Library and its branch libraries in the map, legal and economic and social affairs fields, the Department has been addressing the information needs of Secretariat and mission staff. In 2010, as a result of the temporary unavailability of a room owing to the capital master plan construction, training and coaching programmes now focus one-on-one and small group training is targeted to individual needs.

56. The Department continued with the digitization of major General Assembly documents in English, French and Spanish, from the forty-second to forty-seventh sessions. Collaboration is ongoing with the Library of the United Nations Office at Geneva, which has been digitizing Arabic, Chinese and Russian documents.

- The Department further strengthened its depository library programme, focusing on information outreach and the roles for libraries as United Nations partners. In April 2010, a workshop entitled "Creating partnerships with libraries in China" was co-organized by the Dag Hammarskjöld Library and the National Library of China. Some 50 participants from 26 libraries in China took part in the workshop.

## B. Department of Public Information and non-governmental organizations

57. The sixty-third annual United Nations Department of Public Information/Non-Governmental Organizations Conference will take place from 30 August to 1 September 2010 in Melbourne, Australia. Organized in partnership with the Non-Governmental Organizations/Department of Public Information Executive Committee and the Australian Government, this year's Conference, entitled "Advance global health: achieve the Millennium Development Goals", focuses on global health and the Millennium Development Goals. An unprecedented number of NGOs from the Asia and Pacific region will attend.

58. The Department continued to hold weekly briefings for NGOs on a wide range of topics, including the Millennium Development Goals, biodiversity, trafficking in women and girls, global tolerance through multilingualism and interreligious dialogue.

## C. Journalists' Fellowship Programme

59. The Department will mark the thirtieth anniversary of the annual Reham Al-Farra Memorial Journalists' Fellowship Programme in 2010. Journalists from Antigua and Barbuda, Bahrain, Bosnia and Herzegovina, Haiti, Mozambique, the Russian Federation, Togo, Uzbekistan and Zambia will take part in the six-week programme.

- Since its inception in 1981, over 400 journalists and broadcasters from more than 164 countries have participated in the programme.

## D. Creative Community Outreach Initiative

60. The Secretary-General's Creative Community Outreach Initiative, launched by the Department in 2010, provides advice and assistance to film and television writers, directors, producers, and broadcasters interested in portraying the United Nations and its issues in their work. In March 2010, the Global Creative Forum brought together producers, directors, writers and actors with senior United Nations officials in Los Angeles, California, to explore ways in which the United Nations and the entertainment industry can join forces to raise awareness and mobilize the public around global issues.

## E. Citizen Ambassadors to the United Nations

61. The Department launched the second edition of the "Citizen Ambassadors to the United Nations" video contest focusing on the Millennium Development Goals on the United Nations channel on YouTube in June. The contest aims to encourage citizens of the world to learn more about the Goals and offers a unique opportunity for "regular people" everywhere, and young people in particular, to engage in dialogue with the United Nations. The "call-for-entries" videos in four of the six official United Nations languages, featuring the Secretary-General and United Nations Messengers of Peace and Goodwill Ambassadors, have already been viewed by tens of thousands of people around the world. The winning videos will be announced at the Millennium Development Goals Summit in September 2010 and the newly designated Citizen Ambassadors invited to United Nations Headquarters.

## F. International Day of Commemoration in memory of the victims of the Holocaust

62. The Holocaust and the United Nations outreach programme of the Department undertook a number of activities, seeking to remind the world of the lessons to be learned from the Holocaust in order to help prevent future acts of genocide.

- The Department, in partnership with the United States Holocaust Memorial Museum, held a student video conference in Spanish with United Nations information centres in Latin America on 21 April 2010. United Nations information centres in Asunción, Bogota, Buenos Aires, La Paz, Lima, Mexico City and Panama City brought together 250 students for a briefing on the Holocaust and to hear the personal testimony of a Holocaust survivor.
- In March, the Holocaust Programme partnered with the Anne Frank Center USA to launch the "Messages to Anne Frank" campaign on Twitter. The campaign encouraged young people to pay tribute to Anne Frank. Students of all ages around the world participated by posting some 350 "tweets" in 10 languages on the programme's Twitter page at http://twitter.com/UNandHolocaust. Visits to the programme's website more than doubled during the two weeks of the campaign.
- A screening of the documentary film *Among the Righteous* was held on 24 May 2010 at the New York-based Simon Wiesenthal Tolerance Centre.

## G. International Day of Remembrance of the Victims of Slavery

63. The Department collaborated with Member States of the Caribbean Community (CARICOM) and the African Union to organize the third annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade (25 March). Under the theme "Expressing our freedom through culture", the Department organized commemorative activities, including a cultural evening celebrating Afro-Caribbean music and food, the screening of the documentary film *Slave Routes: Resistance, Abolition and Creative Progress*, an exhibit entitled "400 years of struggle: for freedom and culture", and a student videoconference featuring over 500 students and teachers at United Nations Headquarters, connected via videoconference facilities to their counterparts in seven countries. In addition, on 25 March, a panel discussion considered the topic "The impact of cultural expression as a means of resistance to the transatlantic slave trade".

64. Several United Nations information centres promoted the observance:

- In **Ghana**, United Nations Information Centre Accra arranged a videoconference with students from the UNESCO Associated Schools Project Network to discuss the topic "Expressing our freedom through culture". Schools from Ghana and six other countries — Cuba, the Gambia, Jamaica, Trinidad and Tobago, the United Kingdom and the United States — participated.
- In **Kazakhstan**, the United Nations Office in Almaty held film screenings and debates with support from local universities, NGOs and the media.

## H. Working with students

65. The Department is organizing the second annual Global Model United Nations conference for university students in August 2010. In 2010, the Government of Malaysia has generously offered to host the conference under the theme "Towards an alliance of civilizations: building bridges to achieve peace and development". Each year, the conference will address a major United Nations issue to ensure that students have a voice on priority matters before the General Assembly. In 2010, students from over 90 countries applied. Conference youth leaders were invited to United Nations Headquarters in June and were offered the unique experience of interacting with senior United Nations officials and diplomats. Conference delegates are exposed to substantive briefings through a series of video chats, which are placed on the conference website as a training tool for conference delegates and students everywhere.

- The Department is working with the United Nations Foundation, the United Nations Federal Credit Union and a number of United Nations Development Programme offices to facilitate the participation of students from developing and least developed countries.

66. Two other educational outreach projects will engage high school students:

- On the occasion of the International Day of Peace, more than 600 students are expected to gather in New York in September via videoconference and interact with peacekeepers and United Nations Messengers of Peace

- The fifteenth annual student conference on human rights in December will focus on the theme "Discrimination and the rights of the child".

## I. Academic Impact initiative

67. With its formal launch planned towards the end of the year, the Academic Impact has been joined by some 300 universities from 60 countries. Member institutions now have opportunities to share work they are doing related to major United Nations observances on www.facebook.com/ImpactUN, which also hosts discussion forums where students and faculty can engage in a global dialogue with each other and their peers. The Graphic Design Unit has developed a brochure on the Initiative.

## J. Guided tours and briefings for visitors at United Nations Headquarters

68. Over 100,000 visitors took a guide-led tour of the United Nations between February and July 2010. The introduction of group audio tours in November 2009 permitted an additional 37,925 to take a tour, boosting the total number to 141,197, representing an increase of 10,279 visitors in comparison to the same period in 2009.

69. Between February and July, the Department organized 430 in-house briefings, 15 outside speaking engagements and 24 videoconferences. During that period, the Public Inquiries Unit responded to approximately 12,648 inquiries regarding the work of the Organization, received via letter, e-mail, fax, telephone and in person.

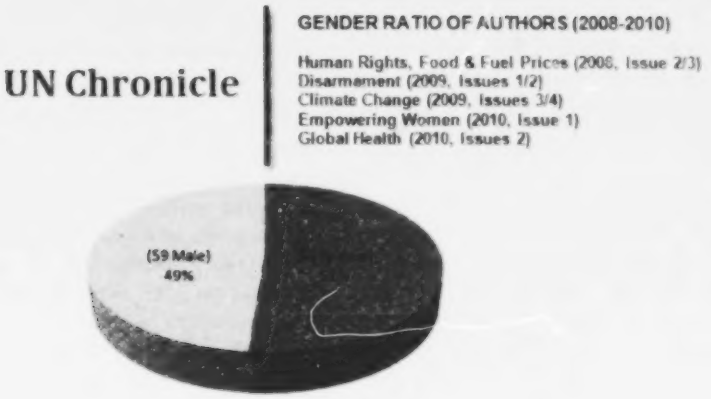
- In **Geneva**, the United Nations Information Service Geneva receives some 100,000 visitors per year to the Palais des Nations and provides guided tours in 15 languages. And in **Vienna**, over 23 000 visitors participated in guided tours at the Vienna International Centre between February and June 2010.

## K. Print and online products and services

***UN Chronicle***

70. The quarterly magazine, which is published in English and French, continues to adopt new approaches in order to widen its readership base and reach out to a newer demographic. It has successfully sought out contributors from the developing world as shown in the contributor map in each issue, and achieved more than 50 per cent gender ratio in favour of women contributors.

Figure IV


UN Chronicle
GENDER RATIO OF AUTHORS (2008-2010)
Human Rights, Food & Fuel Prices (2008, Issue 2/3)
Disarmament (2009, Issues 1/2)
Climate Change (2009, Issues 3/4)
Empowering Women (2010, Issue 1)
Global Health (2010, Issues 2)
(59 Male)
49%

- The first two issues in 2010 of the *UN Chronicle* magazine focused on the empowerment of women and on global health, respectively. Issue No. 4 of 2010 will exclusively feature writers who are 24 years or younger, in commemoration of the International Year of Youth.

71. The *UN Chronicle Online* continues to attract more viewers. In the first and second quarters of 2010, the magazine's English website registered 762,930 page views, an increase of 139 per cent compared with 319,119 page views in the same period in 2009. The corresponding figures for its French website are 317,546 page views in 2010, and 175,704 page views in 2009, an increase of 81 per cent.

72. The magazine is being resumed in an online format in Arabic, Chinese, Russian and Spanish, beginning with select translations of issue No. 1 of 2010. The Department is also pursuing opportunities to team up with external partners for publishing the print edition of the *UN Chronicle* in the other official languages as well as local languages. In that regard, issue No. 1 of 2010 will be translated into Korean, printed, sold and distributed by a publishing firm based in the Republic of Korea.

***Yearbook of the United Nations***

73. The Department of Public Information finalized the preparation of volume 61 of the *Yearbook of the United Nations*, covering United Nations system activities during 2007, and started preparation of volume 62, which will cover developments during 2008. The first 60 editions of the Yearbook are also available to an ever-growing audience on the *Yearbook* website.

***United Nations Today***

74. *United Nations Today* (previously *Basic Facts about the United Nations*) is now available in English, French and Spanish, as well as in Farsi and Hindi. It is also available as an e-book publication and as a mobile e-book application to give users easy access and offline reading and reference on global issues.

## L. iSeek

75. iSeek, the Secretariat Intranet, has firmly established itself as the internal communications platform at Headquarters and at all eight major United Nations duty stations and offices worldwide. In an effort to refresh the look and content of iSeek, new design elements and features were added to the site.

76. iSeek was key in keeping staff aware of efforts in Haiti following the tragic earthquake. iSeek's colour scheme was changed and a banner reading "One UN, One family grieving" was featured to reflect mourning throughout the Organization. A tribute to each fallen staff member, 101 in total, was written and posted on iSeek. In collaboration with the Graphic Design Unit, these tributes were compiled into a booklet that was distributed to delegates, staff and family members at the memorial event on 9 March. After the official ceremony on that date, the iSeek colour scheme was changed to blue and green to reflect change and more hopeful times. The top left corner of iSeek will in future feature special projects along with a new "staff corner".

77. Access to iSeek content continues to be available on the deleGATE website (www.un.int). In order to improve the user experience for deleGATE, a project was launched that aims to ascertain the specific information needs of delegations at United Nations Headquarters. The results will be used to ensure that information provided on deleGATE matches the needs of its users.

## M. Sales and marketing

78. The outsourcing of warehousing, order fulfilment and customer service for United Nations publications was completed. Customers ordering books now receive them from the new warehouse, and the merger of the Geneva and New York activities is complete. Sales and Marketing focused on new digital initiatives, including the launch in June 2010 of iPhone applications for popular United Nations publications. Such publications are now also available on Amazon Kindle and on the iPad iBookstore. In the first week since the applications went live, orders were received from 11 countries worldwide. In addition, expressions of interest were received for the design, development and building of an online publishing platform. United Nations Development Business prepared a state-of-the-art website, in collaboration with the Parsons School of Design, which will be launched in September 2010.

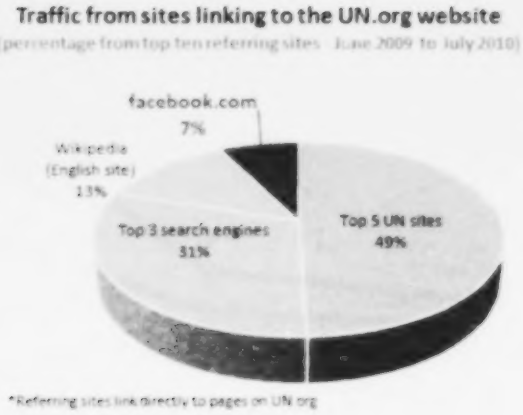
# V. A culture of evaluation

79. The Department, through its Evaluation and Communications Research Unit, continued to further integrate a culture of evaluation in the work of the Department. A key focus has been to determine the impact of various programmatic activities and the lessons learned, including through analysis of media coverage.

- An evaluation of the 2009 Disarmament campaign found there was a clear relationship between the growth of Twitter and Facebook members, and increased traffic to the United Nations International Day of Peace website.

- Facebook accounted for 7 per cent of visitors from sites linking the UN.org website (figure V).

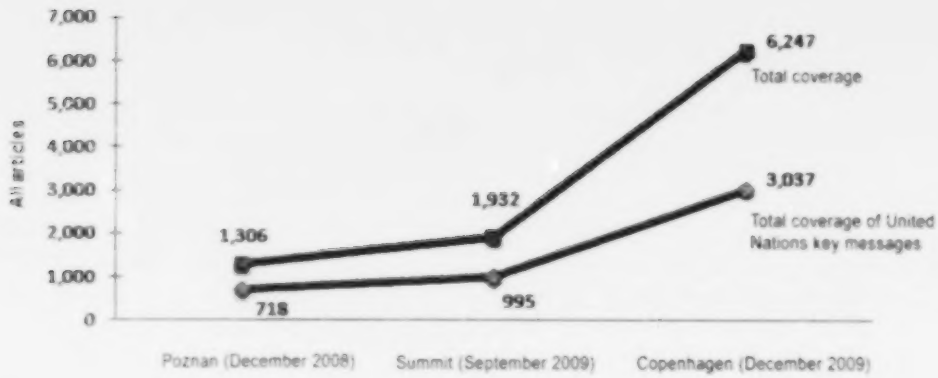
Figure V




80. As a result of the increased popularity of new media, the Department established a task force to identify and implement best practices and increase the effectiveness of new media usage in United Nations communications campaigns.

81. The Department's analysis of media coverage shows that the communications campaign for the United Nations Climate Change Conference in Copenhagen in 2009 was successful in positioning the Conference as a key event to set the global agenda on climate change. As a result, the Conference registered an unprecedented threefold increase in media interest compared to the previous two climate change campaigns (figure VI).

Figure VI
**Total coverage of climate change events and United Nations key messages**
(In numbers)




82. In addition, the United Nations communications campaign was also able to increase the reach of United Nations messages on the importance of an international climate change agreement.

# VI. Conclusions

83. An informed public is key to strengthening the role of the United Nations and support for its work. The Department is tasked with providing the public with timely, accurate, impartial, comprehensive and coherent information about the work of the Organization. It has been doing so by prioritizing its work, expanding partnerships with Member States, United Nations system organizations and civil society and maximizing the use of new communications technologies. As a result of its efforts, significant progress has been made towards enhancing public awareness about the United Nations.

84. The advent of new information and communications technologies, especially social media, has opened up new opportunities for fast and cost-effective communications. The Department has broadened its range of digital products and activities to inform and engage the global public. This has not come at the expense of traditional media, which continue to be widely used by the Department.

85. The network of United Nations information centres, which are fully integrated into the overall communications strategy of the Department, remains central to the work of the Department. Although operating with limited resources, United Nations information centres have proactively forged partnerships with local authorities, media and civil society to carry out innovative communications campaigns. Member States that host United Nations information centres could further strengthen the information centres by providing additional financial support, either in the form of rent-free premises or rental subsidies.